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common ground

WALKING SEPARATE PATHS TO SHARED GOALS

the newsletter of the american massage therapy association

handson®
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NOV • DEC 08

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PRESIDENT'S LETTER

Community. What does that word mean to you? What are the communities in your life? The dictionary defines community as "a group of people with a common background or with shared interests within society." We all belong to various types of communities. What draws us to them, entices us to get involved and keeps us as members?

For me, my sense of the larger AMTA community started in 1993 when I had the opportunity to attend a national education conference. There were 600 massage therapists all in one place, which was overwhelming for a fairly new practitioner, me! However, the welcome that I received gave me a feeling of belonging. That event solidified my commitment to AMTA and my decision to become a volunteer in AMTA-North Carolina Chapter. That commitment and desire to volunteer has never diminished, and my community has grown and expanded.

Over the years, I've continued to attend national conventions in addition to my chapter conventions. Every time I get together with fellow AMTA members, it's an enriching and nourishing experience. As massage therapists, we often work in relative isolation. Being a part of a community of therapists with whom I can connect face to face is truly a blessing. It provides me with a chance to share business practice ideas, learn new techniques, develop and renew friendships and, most importantly, have fun!

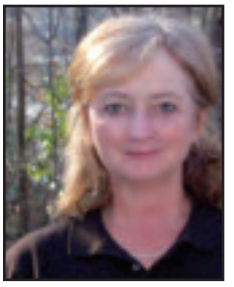
In AMTA, we have many communities, yet are all part of the larger one. This was never more evident than at the 2008 National Convention in Phoenix which focused on "A Touch of Inspiration." The setting lived up to the theme and I was inspired by participation from our various AMTA communities including members, volunteers, staff, Council of Schools and the Massage Therapy Foundation. With temperatures up to a hot 102 degrees, the reception by the host chapter was warm and inviting. The chapter-sponsored events certainly provided opportunities to expand one's community and have some fun. My hat is off to the chapter leaders and volunteers for a job well done.

More than 1,200 members were able to take advantage of all that the 2008 convention had to offer, including a lively exhibit hall with a record 115 vendors, continuing education, awards for exemplary service, and the motivating words and actions of our keynote speaker, Judith Aston. My week in Phoenix further solidified my feeling of community within AMTA and was one of my favorite convention experiences.

The true engine that drives convention is our AMTA staff. They made the ride smooth and comfortable by their presence and were there to help, support and provide whatever was needed throughout many long days of work. My gratitude goes to all of the staff members for being part of our community and making this all possible.

I hope that these words paint a picture of a community in which you want to participate. You are an important part of AMTA, our member-driven association. Together we can make a difference.

Yours in service,
MK



MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

Ready, Set, Start! Heart Walk

September 26, 2008, the day of the American Heart Association's Start! Heart Walk in Chicago, was a beautiful early fall day, and AMTA was on hand as an in-kind supporter. Five AMTA massage therapists from Illinois volunteered to provide 10-minute massages to walkers.

More than 18,000 walkers participated in this event, which helps fund lifesaving heart and stroke research and community education programs. Walkers also had the opportunity to visit areas that honor survivors, inspire heart-healthy changes and celebrate significant lifestyle changes during the event.

One walker, Jo Piazza, is a registered nurse who received her first-ever massage that day. She explains, "I do some tai chi and things like that, and the instructors sometimes have us do self-massage, but this is the first time I had a real massage from a professional." And how was it? "It was wonderful!" says Piazza.

Kevin Howard, another participant and self-described massage enthusiast, enjoyed a complimentary massage as well. "You should give foot massages after the walk!" he joked with his therapist.

Many more walkers—survivors, supporters and those walking in memory of the departed—came by to enjoy the treat of massage. The volunteer therapists had a busy 3 hours at the event, but they all enjoyed the day and the opportunity to introduce the benefits of massage to so many others.

lower left: AMTA volunteer Jenifer Rosenberg (IL) gives walker Jo Piazza her first-ever massage. • *top left*: The five volunteer massage therapists kept busy with a steady stream of grateful massage recipients. • *top right*: A clear, sunny day provided a beautiful backdrop for the day's events. • *above, left to right*: Volunteer massage therapists Cyndy Wollenweber (IL), with her son Jake, who walked the Heart Walk; Phillip Gaston (IL); Jenifer Rosenberg (IL); Robert Barrett (IL); Sarah Schenk (IL). Their enthusiam and dedication helped make the day a winner.

WHERE DO YOU WORK?
Treating Animals and Their Owners

By JoAnn Milivojevic

Wendy Van de Poll has answered the call of the wild in her practice. She runs a successful business in rural Sandwich, New Hampshire, called Lakes Region Massage Therapy for Human, Horse and Hound, LLC. Van de Poll has been a licensed massage therapist since 2000.

WHAT INSPIRED YOU TO TAKE UP ANIMAL MASSAGE?
I used to be a wolf ecology professor. A group of us were studying wolf behavior in the wild, and one day an alpha male wolf woke up paralyzed. No one knew why. We brought in health care providers including an acupuncturist and a massage therapist. I saw how beneficial massage was for the wild wolf. He survived, walked and maintained his alpha status. At that moment, I realized massaging animals was my calling.

HOW DID YOU TRAIN FOR A CAREER IN IT?
Back in 1995 there was nothing that I could find dedicated to canine massage. But equine massage has been around for 50 years. I studied with Jack Meagher, who is the granddaddy of equine massage. I read books on dogs and worked on friend's dogs as well as my own. I studied with local vets, observing how they treat animals. I also attended human massage school. I didn't intend to massage humans but I discovered I loved doing that too.

WHERE DO YOU WORK?
I travel to my four-legged clients. I work in stables and also go to dog agility camps. My two-legged clients come to my home office. I treat about five bodies a day on average. I established my practice in 2000 and have been busy ever since.

WHO ARE YOUR CLIENTS?
I tend toward medical massage rather than spa or relaxation massage. I work on a variety of folks—nearby neighbors to high-end athletes. A lot of them come to me for chronic pain. Many of my animals are also athletes. My horses include a dressage champion and retired hunter jumper who is 35 years old and still works. I've also worked on an agility dog who holds the world title.

WHAT ARE SOME COMMON ANIMAL AILMENTS?
It depends on the sport. Agility dogs can have a lot of spine issues. Dogs put most of their weight on their front legs and they can have shoulder issues, especially as they get older. During bug season, horses stomp their forelegs a lot to shake off insects. This can lead to repetitive use injuries in their legs.

HAS YOUR WORK WITH ANIMALS AFFECTED YOUR WORK WITH HUMANS?
It has heightened the sensitivity in my hands and improved my focus. If you don't focus carefully when working on an animal, you can get hurt. With animals you get a reaction right away. They let you know what they like or don't. They don't pretend. I've also noticed that dogs can take on some of the nervous issues of their owners, many of whom I also treat.

DO YOU HAVE ANY ADVICE FOR OTHERS?
Establish relationships with local veterinarians so you can learn the pathologies. I went to my vet's office and just asked if I could observe treatments. I did the same thing with equine vets and joined them on their rounds. That way, when you start massaging animals, you'll have mentors. You may even have the same animal clients as these vets and you can have dialogue about the treatments. Also, there are many courses on animal massage now. Check the quality of the course by interviewing the people in charge.

FOR MORE INFORMATION

on equine massage, check out **www.sportsmassageinc.com.**

We want to hear from you! Where do you work and what do you find especially interesting and meaningful about it? Write to us at **handson@amtamassage.org.** Please write "where I work" in the subject line, and include your contact information.

Before practicing any new modalities or techniques, check with your state's massage therapy regulatory authority to ensure they are within the state's defined scope of practice for massage therapy.

Sacred Walk, Healing Hands

By JoAnn Milivojevic

AMTA volunteers recently participated in a nationwide walkathon to raise awareness of Native American rights. Called the Longest Walk, the event began in February 2008 and concluded in July, covering 8,200 miles across America. The walkers arrived in Washington, D.C., on July 11, 2008, with the message "All Life is Sacred, Protect Mother Earth." The slogan was more than just words, as the walkers picked up trash all along their routes.

California AMTA member Christina Bennett, wife of a Native American, initiated the call to action asking for massage volunteers to join the cross-country event. Bennett got the word out through AMTA's Volunteer Connections website, and coordinators in various states got on board with the project.

"It was a big lesson in organization and communication," explains Bennett. "All of it has to be very detailed. Some locations and dates were very last minute and that made organizing very challenging."

Weather, terrain and traffic were some of the reasons it was difficult to secure absolute dates and locations far in advance. Lynne Kincaid (OK), secretary of AMTA-Oklahoma Chapter, volunteered for the event. According to her, the Longest Walk organizers sent runners ahead of the walkers to scout out locations. Sometimes routes had to be changed based on conditions. Once they were sure walkers could get through, final dates and locations were posted on the Longest Walk website.

Volunteering has many rewards and you never know what form that reward will take. For Kincaid, it came as a new awareness of Native Americans and their healing practices. For example, a man named Red River asked to borrow her massage table to work on his grandfather. She was allowed to watch him work. He used rocks, feathers, and gestures of pulling and pushing energy to and from the elderly man. She later learned that Red River was a revered medicine man and that the man he worked on was not his actual grandfather—"grandfather" and "grandmother" are terms of respect for elders in the Native American community.

Kincaid worked the event for two days and says the learning and spiritual experience was like no other. She enjoyed a group dinner and they sang, drummed and danced the night away. Later, a woman beaded a necklace especially for Kincaid to thank her for her service.

"I felt so welcome," says Kincaid. "The gifts that came to me were not monetary, but spiritual and material."

Kincaid displays her Longest Walk necklace in her Collinsville, Oklahoma, office, Essential Kneads.

As for lessons learned related to organizing volunteers, Bennett's advice is to start early. This was her first attempt at organizing and she started only a month before the event. Still, it was a success. She credits AMTA for helping to get the word out and local state organizers for making it all possible.

FOR MORE INFORMATION

>> www.amtamassage.org/member/volunteer.html
>> www.longestwalk.org

left: Lynne Kincaid (OK) proudly displays a beaded necklace given to her in thanks for her participation in the Longest Walk. • *right*: Participants in the Longest Walk, a nationwide walkathon to raise awareness of Native American rights, covered 8,200 miles across America. Photograph courtesy of Morningstar Gali

Credit Cards May Miscode Your Practice

Accepting credit cards in your massage practice can be profitable, because it's a popular form of payment. However, sometimes swiping that little piece of plastic could harm the credibility of your business and affect your clients.

Businesses are assigned codes by their banks and credit card companies. Some AMTA members have discovered that their businesses have been coded as massage parlors by the companies that process credit cards. Along with the sense of insult many massage therapists feel about this, some clients have had insurance claims rejected because of this coding.

The "massage parlor" label comes from Standard Industrial Classification (SIC) or North American Industry Classification System (NAICS) coding. According to the U.S. Census Bureau, NAICS is used "by federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S." In 1997, SIC codes were replaced by NAICS codes and updated, yet there are still many banks and credit card companies that use the SIC (sometimes called MCC) codes. AMTA has been advised that Visa and MasterCard usually use SIC or MCC codes.

The coding of your business is at the discretion of your bank and credit card company, unless you contact them about your code. Ask your credit card processors which codes they use for your practice. You may need to contact both your bank and a credit card processor to make sure all are listing your practice correctly.

If they use SIC or MCC codes, ask them to list your business as "massage, therapeutic," under code 8099, which is the SIC code for Health and Allied Services, Not Elsewhere Classified. The MCC code is also 8099, but the classification is Medical Services and Health Practitioners (Not Elsewhere Classified). The code for massage parlors is 7297.

If your credit card processor uses NAICS codes, ask them to code your practice as 621399, which is for Offices of All Other Miscellaneous Health Practitioners. The code used for massage parlors is 812199, under Other Personal Care Services.

For more information on NAICS codes visit **www.census.gov/epcd/www/naics.html**; for SIC codes, **www.census.gov/epcd/www/sic.html.**

Hands On Circulation Report

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	Average no. copies each issue during preceding 12 months	*No. copies of single issue published nearest to filing date*
Total no. of copies	52,115	51,098
Paid circulation *by mail*	50,521	49,793
Paid distribution *not by mail*	76	123
Total paid distribution	50,597	49,916
Free distribution *by mail*	0	0
Free distribution *not by mail*	0	0
Total free distribution	0	0
Total distribution	50,597	49,916
Copies not distributed	1,518	1,182
TOTAL	52,115	51,098
Percent paid circulation	100%	100%

Publication of this statement is required. It will be printed in the Nov/Dec 2008 issue of this publication. I certify that all information furnished on this form is true and complete. *Jane Seiberling, Editor*

Anniversary Pins Mail

In August, 10-, 15- and 20-year pins were sent to all AMTA members who are celebrating those anniversaries with us. If you're one of them and have not received your pin, please contact Melissa Spani, governance and volunteer development assistant, toll-free at 877-905-2700, ext. 189, or by e-mail to **mspani@amtamassage.org**. Congratulations to all of you who have been steadfast members of the AMTA community!

NATIONAL CONVENTION INSPIRES

MORE THAN 1,200 PEOPLE TOOK PART IN THE 2008 NATIONAL CONVENTION IN PHOENIX ON SEPTEMBER 17–20, AND FOUND "A TOUCH OF INSPIRATION." THIS YEAR FEATURED SIGNIFICANT DECISIONS BY MEMBER REPRESENTATIVES AND AN IMPORTANT FINANCIAL CONTRIBUTION SUPPORTING MASSAGE THERAPY RESEARCH.

Attendees were able to expand their skill sets with up to 19 continuing education contact hours in the regular education track and 28 more in pre- and post-convention workshops. Special features included a Teachers' Track for massage therapy educators and a Student Day to introduce new people to AMTA and the massage therapy profession. Current research in massage therapy was highlighted both in education sessions and at the Massage Therapy Foundation's annual poster session.

At the opening business session of the convention, AMTA President M.K. Brennan (NC) presented Massage Therapy Foundation President Diana Thompson (WA) with a check for $494,229, representing AMTA's financial support to help the foundation carry out its mission and support AMTA's goal for evidence-informed massage practice.

"Every year AMTA has supported the foundation through in-kind and monetary support for its day-to-day operations as our association foundation," said Brennan. "We are happy to promote your work and encourage others to contribute." Thompson informed the crowd on the foundation's fund-raising efforts, launch of their online *International Journal of Therapeutic Massage & Bodywork*, and the year's research grant recipients.

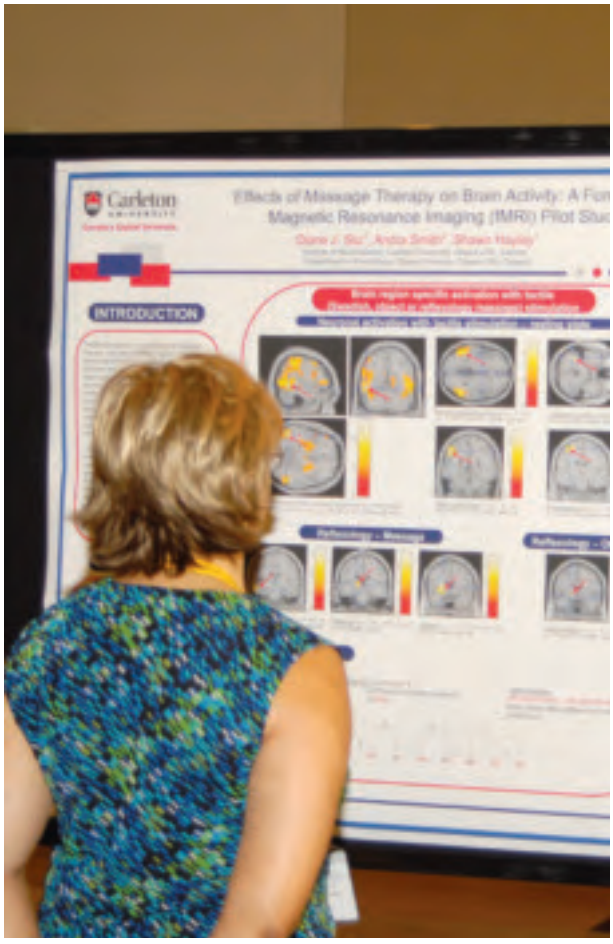
Keynote speaker Judith Aston (NV), creator of Aston-Patterning®, was honored with AMTA's Distinguished Service award and recognized as a 40-year member of the association.

Trish Dryden, director of the Applied Research Centre at Centennial College in Toronto, was given the AMTA President's award for "contributing to the massage therapy profession in an outstanding manner." Unable to attend, Dryden sent a brief video thanking the association and encouraging massage therapists to move their profession forward.

Outside of sessions and meetings, attendees were able to network with colleagues and explore the offerings of industry exhibitors in the AMTA Exhibits Marketplace. A record 115 exhibitors participated in the largest massage therapy profession tradeshow in the United States, offering a wide selection of information, products and services for massage therapists.

A variety of social events, from the opening reception to the celebratory dinner dance on Saturday, provided the chance to relax and build and renew friendships. If you couldn't join the crowd in Phoenix, make your plans now for Orlando, Florida, September 23–26, 2009!

For the first time, you can browse photographs of the 2008 convention and order prints online! Just go to **www.peellephoto.com** before December 22, 2008, and click on "View AMTA Convention Photos."



>> turn the page for more convention photos

2008 NATIONAL AWARD RECIPIENTS

Sally Hacking (Florida)
Certificate of Appreciation

Massachusetts Chapter
National Chapter Growth Award

California Chapter
Florida Chapter
National Best Chapter Website Award (Tie)

Georgia Chapter
National Outstanding Newsletter Award

Connecticut Chapter Community Service Massage Team
National Fundraising Project of the Year

Connecticut Chapter, Ohio Chapter, Rhode Island Chapter
National Outstanding Sports Massage Team Award (3-way tie)

Esteban A. Ruvalcaba (Missouri)
National Sports Massage Achiever Award

Paula A. Kochanek (Rhode Island)
National Humanitarian Award

Massachusetts Chapter
National Outstanding Government Relations Committee Achievement Award

Richard T. Wedegartner (Massachusetts)
National Government Relations Activist Award

Chapter Presidents' Council
Election Revision Operational Committee
National Outstanding Volunteer Group (Tie)

Terry Hirth-Caldwell (Michigan), National Planning Committee
National Outstanding Volunteer Group Chair

Shirley A. Cooper (Connecticut)
National Meritorious Award

Carole Osborne (California)
Jerome Perlinski Teacher of the Year Award

Judith Aston (Nevada)
National Distinguished Service Award

Trish Dryden
(Applied Research Centre at Centennial College, Toronto)
National President's Award

If you want to know more about the business session at the 2008 National Convention, just log in to the Members Section at **www.amtamassage.org/member.** You'll find the text of speeches by AMTA Executive Director Elizabeth M. Lucas, CAE, and AMTA President M.K. Brennan, and much more.

page 7, left: Rebekah Blowers (VA) cheerfully displays the prize she won in one of AMTA's daily drawings—a fully-paid trip to the 2009 National Convention in Orlando, Florida.
page 7, right: An attendee studies an entry in the Massage Therapy Foundation's annual poster session, which highlights recent research in massage therapy.
page 8, top left: Fun times at Saturday's Dinner Dance.
page 8, top right: AMTA President-Elect Judy Stahl (AZ) talks with Arizona students about the importance of AMTA membership during Student Day.
page 8, bottom: AMTA President M.K. Brennan (NC) and Massage Therapy Foundation President Diana Thompson (WA) hold a ceremonial check for AMTA's financial support of the foundation's mission and programs.
page 9, top: Student Day visitors chat after a welcome speech by President-Elect Judy Stahl (AZ).
page 9, center: The Exhibits Marketplace offered a broad array of products and services from 115 different vendors.

Proposed Bylaw Changes

You can voice your thoughts on all proposed bylaw changes, and your AMTA Board of Directors weighs your comments before any decisions are made. At its March 2009 meeting, the board will consider a proposed bylaw change to the election process and length of terms for delegates to the House of Delegates. To read these proposed changes and offer your comments, visit **www.amtamassage.org/member/0908bylawnote.html.**

New Position Statements Pass

During the 2008 convention, the AMTA House of Delegates debated proposals for association position statements, which express the opinion of the membership on matters regarding massage therapy. This year delegates approved three position statements, which are now official positions of the association.

The approved statements are:

- It is the position of the American Massage Therapy Association (AMTA) that newborns (especially pre-term infants) may benefit from massage therapy.
- It is the position of the American Massage Therapy Association (AMTA) that massage has been shown to aid in postoperative pain relief.
- It is the position of The American Massage Therapy Association (AMTA) that massage therapy can be a valuable component of a wellness program.

In 2006, when this process first began, the House of Delegates approved the following statement:

- It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective for stress relief.

These position statements will become part of the association's efforts to promote the value of massage therapy, supported by research. Proposals for position statements can be developed and submitted by any member. For more information, log in at **www.amtamassage.org/member/positionintro.html.**

Chapter Meritorious Award Recipients '08

Arizona Kellye Webber
Arkansas Jeff Kelly
California Melissa Martinie Colburn
Colorado Maureen A. Moon
Connecticut Shirley A. Cooper
Connecticut Laura Stevenson-Flom
Florida Eileen T. Newsome
Georgia Lee David Holtman
Hawaii Stephanie Pualani Gillespie
Idaho Brenda G. Foster
Illinois Allison L. Ishman
Indiana LuAnn Williams
Iowa Brianne Goetzinger
Kansas Susan Cunningham
Kentucky Julie Ellen Harper
Louisana Patricia R. Copeland
Maine Susan Lynn Walker
Massachusetts Allissa A. Haines
Michigan Debra A. Zager
Minnesota Kenneth S. Youngberg
Missouri Kirk Nelson
Montana Ruth Marion
Nebraska Tina Sorenson
New Hampshire Doreen N. Rossi
New Jersey Bruce A. Spicer
New Mexico Kami Lynn Anderson
New York Amy Cutter
North Carolina Sara Toogood
North Dakota Carol L. Miranowski
Ohio Terri Stigers
Oklahoma Erik Dalton
Oregon Brenda L. Walton
Pennsylvania Janet R. Dreher
Pennsylvania Nancy Marie Porambo
Rhode Island Lori-Ann Gallant-Heilborn
South Carolina Debra B. Gallup
South Dakota Kay M. Johnston
Tennessee Mary K. Roberson
Texas Gregory Donald Schroen
Utah Roger Olbrot
Vermont Lindsay M. Crossman
Virginia Betty Siegner Mooney
Washington Ashley T. Benem
Washington, D.C. Angelique Champena Bella
West Virginia Kim H. Bingaman
Wisconsin Lynn Marie Kutz

September Board Notes

The AMTA Board of Directors held its annual fall meeting on September 16 and 17, 2008, before the start of AMTA's National Convention in Phoenix. At this meeting, they selected Portland, Oregon, as the site for the 2011 National Convention. This is in accord with guidelines about avoiding the areas of the two most recent convention cities and with AMTA practice to follow a regional rotation. The board also considered many other items affecting association progress and culture.

Bylaws

- The board approved the Governance Committee's (GC) recommended change to bylaws reflecting changes to chapter nominations and election processes.
- The board also approved a bylaw change to allow chapter nominating committees to recommend multiple candidates for each office.

Guidelines for chapter nominations and elections have been requested by chapters at different times, and survey of chapter nominations and election processes found that chapters conduct them in vastly differing ways.

The GC has created guidelines for chapters recommending that they use a commission on candidacy, instead of a nominations committee. With the Chapter Relations Committee, the GC will conduct a pilot program with chapters to find out whether it would be helpful to consider eliminating chapter nominating committees.

AMTA is committed to enhancing the chapter volunteer experience, in part by ensuring a clear understanding of roles and responsibilities for chapter leaders.

Policy

- On the advice of AMTA's legal counsel and to protect the association, the board approved policy to require all chapters to use certain disclaimers used on the AMTA national website on their websites.

The Website Workgroup of the Chapter Relations Committee (CRC), working with National Office staff, has also developed a website toolkit for chapters to use. The website toolkit will be available for chapter use as a reference tool, providing guidelines, best practices, tips and system requirements for chapter websites.

The CRC and staff will work to notify chapters about the availability of the new toolkit, and the disclaimer language that will be required on their websites beginning January 1, 2009.

- The board changed policy to coordinate the dates bylaw amendment recommendations and other recommendations are due to the House of Delegates Operations Committee.

To provide more consistency to the process, all recommendations will be due on March 15. The board also approved moving the bylaw amendment recommendation form to the AMTA website, to make it more efficient and easier to access.

- The board approved changes to start the reformatting of AMTA's entire Policy Manual in fiscal year (FY)09/10.

In September 2007, the board charged the Board Assessment Workgroup (BAWG) to revise AMTA's Policy Manual for a consistent style and format. The workgroup researched other organizations' formatting of policy manuals, agreed on a format, prepared a new Table of Contents and rewrote two policy sections as examples.

Other Actions

- The board extended until March 2009 their charge for the BAWG to report on the best methods for chapter volunteers to comment on agenda items that affect chapters.
- The board agreed to an additional item in the BAWG's FY09/10 action plan: to develop a short, quarterly e-mail for national volunteers to provide more information on future directions, roles and responsibilities and policymaking.

MASSAGE THERAPY FOUNDATION

2008 Foundation Grant Recipients

Research Grants

Steve Keir, Duke University. "Feasibility Study of Massage Therapy Within a Brain Tumor Setting," $20,000. *Sponsored in part by a grant to the foundation from BIOTONE.* • **Seth D. Pollak**, PhD, Waisman Center for Neuroscience, University of Wisconsin-Madison. "Children's Responses to Stress and Comforting: The Efficacy of Massage in Ameliorating the Effects of an Acute Social Stressor," $20,000. • **Jennifer Rosen**, MD, Boston Medical Center. "Pilot RCT of Cancer Patients Undergoing Port-a-Catheter Placement," $20,000. • **Elizabeth Ann Sommers**, MPH, LAc, DSc, Pathways to Wellness, Boston. "WIN WIN Hands On," $20,000. • **Maria Verhoef**, PhD, Faculty of Medicine, University of Calgary. "Descriptive Combined-Methods Study of Alberta's CAM Manual Therapists," $18,462.

Community Service Grants

Deb Charleston, Hospice at Home, St. Joseph, Michigan. "Care for Caregivers," $5,000. • **Lori Ruth Kalvert**, Project PAEAN/Breathing Project, New York, New York. "Project PAEAN: Massage as a Mental Wellness Tool: A Collaboration to Return to Balance Through Touch," $5,000. • **Juana Leandry**, PRAXIS Housing Initiatives, Inc., New York, New York. "Healing Touch: Massage Therapy for the Homeless," $4,500. *Sponsored in part by a grant to the foundation from BIOTONE.* • **Heather O'Leary**, Swedish Covenant Hospital, Chicago, Illinois. "Increasing Mother-Infant Interaction, Decreasing Depression: Teaching Infant Massage to Mothers with Symptoms of Postpartum Depression," $2,283. • **Betsy Queen**, Mount Carmen Health System, Columbus, Ohio. "Gentle Touch and Complementary Massage," $5,000. • **Lorene Reano**, Santo Domingo Tribe, Santo Domingo Pueblo, New Mexico. "Hands to Promote Health," $4,999. • **Alicia Recore**, St. Peter's Hospital, Albany, New York. "Rub It! Simple Massage Techniques to Alleviate Common Ailments of Seniors," $2,200. • **Alisher Sharipov**, Medical Teams International, Tashkent, Uzbekistan. "Uzbekistan Orphanage Massage Therapy Training," $5,000. • **Susan Weeks**, Health Care is a Human Right (HCHR), Saugerties, New York. "Health Care is a Human Right: Free Bodywork and Holistic Clinic for Homeless Individuals," $4,980.

To read project summaries for all grants, go to **www.massagetherapyfoundation.org**.

Shape the Future

The Massage Therapy Foundation is a 501(c)3 public charity with a mission to advance the knowledge and practice of massage by supporting scientific research, education and community service. Your donation will help to promote collaborative research, deepen the understanding of massage therapy and bring massage to people in need. To make a donation online, visit **www.massagetherapyfoundation.org**.

Tuning In to the World

The World Massage Conference will take place November 17–22, 2008. This groundbreaking virtual massage conference will use the power of the web to bring together more than 50 of the world's top massage experts to speak over a six-day period. Thousands of massage therapists, bodyworkers and spa professionals from around the world will be listening to and interacting with these industry leaders through live online audio or telephone.

Talks will cover massage techniques, research, business skills, self-care and technology. Most presentations will meet AMTA and NCBTMB continuing education requirements. The conference also will feature presentations from AMTA and massage therapy organizations from other countries on the state of the profession. AMTA's presentation is tentatively scheduled for early Wednesday, November 19.

Two Ways to Join In

AMTA registrants can take advantage of one of two special offers!

1. AMTA members can enjoy a 50 percent discount on any registration. Full access registration lets you participate in the full conference and receive transcripts of selected presentations for only $99.50. Basic access registration allows you to listen to presentations and replays for only $29.50. To receive these discounted rates, register online at **www.worldmassageconference.com/amta08** and use coupon code AMTA08.
2. If you register through the Massage Therapy Foundation's website at the regular price of $199 for full access or $59 for basic access, half of your fee will go to fund the foundation's programs. To take advantage of this offer, register online at **www.massagetherapyfoundation.org**.

These two offers cannot be combined.

For more information about the conference and presenters, go to **www.worldmassageconference.com.**

CALENDAR 2009

January 22–24
AMTA COS Leadership Conference and Annual Meeting
San Antonio, Texas
Contact: 877-905-2700, ext. 143
aelston@amtamassage.org

March 7
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

June 6
AMTA Board of Directors Meeting
Park City, Utah
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 9–12
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 189
mspani@amtamassage.org

September 21–22
AMTA Board of Directors Meeting
Orlando, Florida
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 23–26
AMTA National Convention
Orlando, Florida
Contact: 877-905-2700, ext. 143
aelston@amtamassage.org

October 25–31
National Massage Therapy Awareness Week
nmtaw@amtamassage.org

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UPCOMING DEADLINES
December 1, 2008—Mar/Apr 2009

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:
Editor: Hands On
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Phone: 877-905-2700, ext. 144
Fax: 847-864-1279
e-mail: handson@amtamassage.org

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CA, PA Pass Massage Laws

On September 27, 2008, California Governor Arnold Schwarzenegger signed into California law a voluntary certification program for massage therapists in the state. While this law does not provide for licensure, it does allow massage therapists to become certified by an organization approved by the state. Therapists who become state-certified can avoid meeting different and often conflicting local massage therapy regulations.

The California law creates the Massage Therapist Organization and provides for the voluntary certification of massage therapists and massage practitioners. It does not define the massage therapy scope of practice. It will become effective September 1, 2009.

On October 9, 2008, Pennsylvania Governor Edward Rendell signed House Bill 2499, making his state the 41st to regulate the massage therapy profession. The law requires the State Board of Massage Therapy to begin accepting applications for licensure within two years.

This law is the result of years of effort by the AMTA-Pennsylvania Chapter and representatives of other massage organizations to achieve fair regulation of massage therapy in the state. It allows only a licensed person to practice massage therapy, establishing educational and examination standards for new practitioners and provisions for licensing existing practitioners. The law also provides a definition of massage therapy scope of practice, an avenue for consumer complaints and preemption of local ordinances currently in effect.

AMTA advocates for fair and consistent licensing of massage therapists in all states.

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AMTA is Greening Your Mailing

You've probably noticed your mtj mailing is different than usual. To conserve valuable natural resources, we're testing out mailing *Hands On*, the AMTA newsletter, in a bundle with *Massage Therapy Journal*, the AMTA magazine.

"Bundling" not only saves on postage, but also preserves our environment by reducing the amount of fuel used to bring you the latest industry and association news. As a plus, you should also receive both your magazine and your newsletter with less wear and tear from travel.

We want to know what you think of this new way of mailing. Please go to **www.amtamassage.org/snapsurvey/2008comail.htm** to take a short online survey.

It's quick, it's easy and it really makes a difference!

AMTA Online Shopping Mall

Member-Only Prices – Another Great Reason to be an AMTA Member.

Members-Only Merchandise

AMTA Shirts

Practice in clothes that'll make a mark, not leave a mark. These AMTA logo shirts feature a resist-and-release stain protection system to keep oil and lotion where it should be—on your clients! Comfortable, fashionable and perfect for wearing while practicing.

Hanes StayClean Blended Jersey is a comfortable light-weight jersey with a tighter fit. Women's style has a fashionable v-notch placket. Men's shirt has a clean-finished placket with two wood tone buttons.

Member Price: S, M, L, XL $19.95 | XXL $21.95

Women's Blue Generation Polo Shirt is a fashionable v-neck placket with hemmed sleeves. This fitted shirt is durable and easy to care for. Wrinkle resistant. Stain release. Available in vibrant colors.

Member Price: S, M, L, XL $28.95 | XXL $29.95

Power of Touch Brochures

Beautifully illustrated to give your clients easy-to-read information about the benefits of massage. Display them in your practice area or distribute in your community. Space provided on the back for your practice contact information. Each package includes total of 25 brochures on Stress, On-Site Massage, Sports Massage, Massage Therapy and Massage for You and Your Baby.

Member 1-5 pks. $8.95 each, 6+ pks. $8.15 each

Member price on combo set (1 pack of 25 of each title) $35.00

Gift Certificates

Let those familiar with your wonderful services offer their friends an extraordinary gift. This elegant gift certificate comes with a blue border with black script and AMTA logo printed on fine parchment paper, with slits for inserting your business card. Parchment envelopes included. 75 Gift Certificates (3 per sheet perforated) and 75 Envelopes.

Member $19.95

MassageMinder Appointment Books and Organizers for Massage Therapists

The only appointment books and organizers designed exclusively for massage therapists to plan ahead and keep all important details of their practice in order.

- **8 ½" x 11" Original Padded Binder (green or black)**
  Member $23.99 | Non-member $29.95
- **6" x 9" Mini Padded Binder (green or black)**
  Member $19.95 | Non-member $24.95
- **8 ½" x 11" Traveler (black spiral bound)**
  Member $19.95 | Non-member $24.95

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othing Touch • Real Bodywor

Business & Marketing Materials

Massage Office Marketing Professional Practice Management Software Package

The best software to help you get and retain more clients, manage your growing practice and achieve a competitive advantage. The package includes: Massage Office Professional Software, *Ultimate Guide to Marketing* (CDR) containing 12 proven marketing strategies, dozens of practical examples on how to implement them, 12 free bonus marketing ideas, and 41 fully customizable forms, clients letters, phone and conversation scripts + 250 CMS (HCFA)-1500 forms and free shipping in the continental U.S.

Member $375.99 | Non-member $470.45

Massage Office Professional | Complete Guide to Marketing Program | 250 CMS(HCFA)-1500 forms

Books, Music & Home Studies

Advanced Myoskeletal Techniques Home Study Course (26 CE Hours)

Erik Dalton's structurally-oriented pain management home study program is presented clearly, concisely and systematically for easy integration into the working massage therapist's daily practice. The home study program is approved for 26 CE Hours by NCBTMB, Florida Board of Health, and most state certifying agencies. *Shipping included.*

Member $242.50 | Non-member $287.95

Anterior & Posterior Cervical Home Study Program by David Kent (24 CE Hours)

Designed with the participation of physicians and therapists, this comprehensive series lets you master and review techniques at your own pace. David's user-friendly approach will help you increase your anatomy knowledge. Home study program is NCBTMB-approved for 24 CE Hours. *Shipping included.*

Member $239.95 | Non-member $269.95

Manipulate Your Future Home Study Course on Practice Building and Insurance Billing (24 CE Hours)

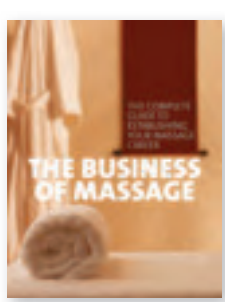
The updated and expanded edition of Vivian Madison Mahoney's popular insurance home study course contains everything you need to bill, collect and be successful with physician referrals and insurance cases. Also includes 3 CE Hours in Ethics.

With DVD – ***Member: $242.95 | Non-member: $260.95***
Without DVD – ***Member: $178.65 | Non-member: $192.65***

Music to Light the World CDs

Stanton Lanier's CDs of original, soothing piano melodies, created to warm the heart, touch the spirit and take listeners on a relaxing retreat from life's hectic pace. The music includes the following titles: *Unvailed*, *Walk in the Light*, *Still Waters*, *Draw Near* and *The Voice*.

- **5 CD set –** ***Member $59.95 | Non-member $75.95***
- **Single CD –** ***Member $12.99 | Non-member $15.99***



AMTA's Business of Massage Textbook – New 2008 Edition

Reorganized, expanded and updated with the most current information and research on how to survive and thrive in today's business climate. The business of massage remains the foundation for a successful and satisfying massage career.

Copies each	1-10	11-50	51-99	100+
Member	***$34.99***	***$32.89***	***$30.79***	***$29.39***
Non-member	***$42.99***	***$40.41***	***$37.83***	***$36.11***

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Publications • Massage Minder

Massage Tables

Stronglite 30" Classic Deluxe Table Package

The Classic Deluxe offers solid construction, innovative features and great member-only package price. You will love this luxurious table. The package contains the table, double-action face rest and standard carry case, and now, just for AMTA members, two free flannel face rests and free shipping in the continental U.S.

Member $285.00 | Non-member $349.00

Oakworks Nova Basic Table Package

The Nova has spa-caliber luxury and comfort with elegant and feature-rich design that enables you to serve the needs of every client through a virtually endless list of bodywork styles and modalities. The Basic Package contains the table, classic face rest and basic carry case, and just for members, a free bolster, a sheet set and free shipping in the continental U.S.

Member $462.00 | Non-member $544.00

Oakworks Wellspring Professional's Choice Package

The Wellspring is a lightweight table with unmatched strength for the serious professional whose practice includes out-calls. The professional package also includes a QuickLock face rest, 6" semi-round bolster, professional carry case, arm hammock and a sheet set.

Member $549.00 | Non-member $731.00

For member discounts on stationary massage tables such as Oakworks Proluxe Seville or Oakworks Classic Clinician, please visit the AMTA Shopping Mall.

Special Earthlite Offer!

Until January 31, 2009, AMTA members receive a free fleece pad set with select table packages and a free pack of disposable face rest covers with each individual table, plus the standard member discount and free shipping in the continental U.S.

Earthlite Spirit Gold Portable Table Package

The Spirit Portable Massage Table Gold Package is built to last a lifetime. More beautiful, stronger, more functional, the Spirit Portable Table has been brought to new levels of performance by the designers. The package includes: caress face cradle, deluxe table carry case (4 pockets), and now, just for AMTA members, a free fleece pad set and free shipping in the continental U.S.

Member $499.00 | Non-member $589.00

Earthlite Avalon Portable Table Package

Combines superb value and unparalleled performance for the serious student or massage professional! Feature after feature of massage tables costing much more are standard with Avalon. It's a workhorse massage table that's handsome and durable, too - with a lifetime warranty. Try the Avalon massage table and experience why it's an exceptional value. Package includes flex adjust headrest, standard carrying case, free shipping in the continental U.S. and now, just for AMTA members, a free fleece pad set.

Member $389.00 | Non-member $399.00

There are many other tables and table packages available at amtamassage.org/shoppingmall.

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Massage Chairs

Oakworks Portal Pro Massage Chair Package

Loaded with unique and versatile features, the Portal Pro provides exceptional comfort for any sized client. Features include optional sternum pad for maximum client comfort, and allows for quick and easy adjustments to the arm rests, knee pads, chest pad, face rest, and seat. The package includes: Portal Pro chair, carry case, instructional video and lifetime warranty. Free shipping in the continental U.S.

Member $416.00 | Non-member $489.00

Stronglite Ergo-Pro Massage Chair Package

Ergonomically designed for proper alignment and comfort, the Ergo-Pro is engineered to leave you feeling better at the end of the day. The only chair on the market co-designed along with David Palmer, the father of contemporary chair massage and founder of Touchpro.com. Also included – sternum pad, carrying case and free shipping in the continental U.S.

Member $295.00

Non-member $349.00

Massage Oils & Lotions

Introducing Soothing Touch Basics

Value * Quality * Perfect — helping you where you need it the most, in your pocket book!

Basics Massage Lotion is unscented, paraben free with chamomile and calendula extracts.

Basics Massage Oil is unscented and paraben free & water dispersible with Vitamin E

Made in the USA * Cruelty Free * No Animal Testing

Available in Gallons only

- **Basic Lotion in Gallon – *Member $19.55 | Non-member $22.99***
- **Basic Oil in Gallon – *Member $29.75 | Non-member $34.99***

Bon Vital Creme Gallons

Now 30% off for AMTA members. Bon Vital Massage Cremes have been specifically formulated to satisfy every massage therapists dream. Bon Vital Cremes use 100% all natural ingredients, including an organic natural preservative. Superior ingredients make Bon Vital Cremes the perfect choice for massage professionals.

- **Naturale Creme (1 Gal) – *Member $39.25 | Non-member $55.95***
- **Therapeutic Touch Creme (1 Gal) – *Member $38.50 | Non-member $54.95***
- **Multipurpose Creme Scented (1 Gal) – *Member $35.75 | Non-member $50.95***
- **Multipurpose Creme Unscented (1 Gal) – *Member $35.75 | Non-member $50.95***
- **Original Creme (1 Gal) – *Member $28.00 | Non-member $39.95***
- **Deep Tissue Creme (1 Gal) – *Member $35.00 | Non-member $49.95***

China Gel Topical Pain Reliever

Specially discounted for AMTA members, China-Gel is a greaseless therapeutic gel that incorporates modern technology with the ancient pain relieving concepts of Chinese medicine. The deep penetrating effect offers long lasting cool-to-warm soothing relief. Made in USA.

- **4 oz jar – *Member $10.00 | Non-member $13.95***
- **8 oz jar – *Member $16.25 | Non-member $22.95***
- **16 oz jar – *Member $27.50 | Non-member $38.95***
- **1 Gal – *Member $150.00 | Non-member $200.00***

Accessories

Earthlite Samadhi Pro Fleece Table Warmer

It's like a table warmer and fleece pad in-one. Luxurious one-inch thick fleece and an insulated foam bottom protects table. The digital LCD temperature controller is time and temperature adjustable and contains a quick heat feature, an auto overheat protection and non-slip elastic corner straps.

Member $73.89 | Non-member $89.00

Earthlite Samahdi Pro Sheet Set

Samahdi flannel sheet set include top sheet, fitted sheet and crescent cover are made of pre-shrunk cotton flannel and are double-napped for an extra level of soft, luxurious comfort. They may be the softest flannels you will ever feel and will withstand repeated washings.

Member $29.99 | Non-member $36.95

Oakworks Comfort that Cares™ Bolsters

As part of their commitment to health and wellbeing, Oakworks has become a corporate sponsor of the National Breast Cancer Foundation®. The sale of specialty marked bolsters is part of their Comfort that Cares™ campaign to help raise breast cancer awareness and contribute to finding a cure. Each specially marked bolster is covered in ultra-soft PVC-free Ultra Touch Rose Quartz Upholstery and carries the custom embroidered Comfort that Cares™ logo. **All Comfort that Cares™ bolsters are 15% off for AMTA members.**

Limited Time Offers!

To order and view *all* products, visit **www.amtamassage.org/shoppingmall**. Be sure to log in with your member ID and password to see your discounted member pricing.